



addressable advantage



sky media



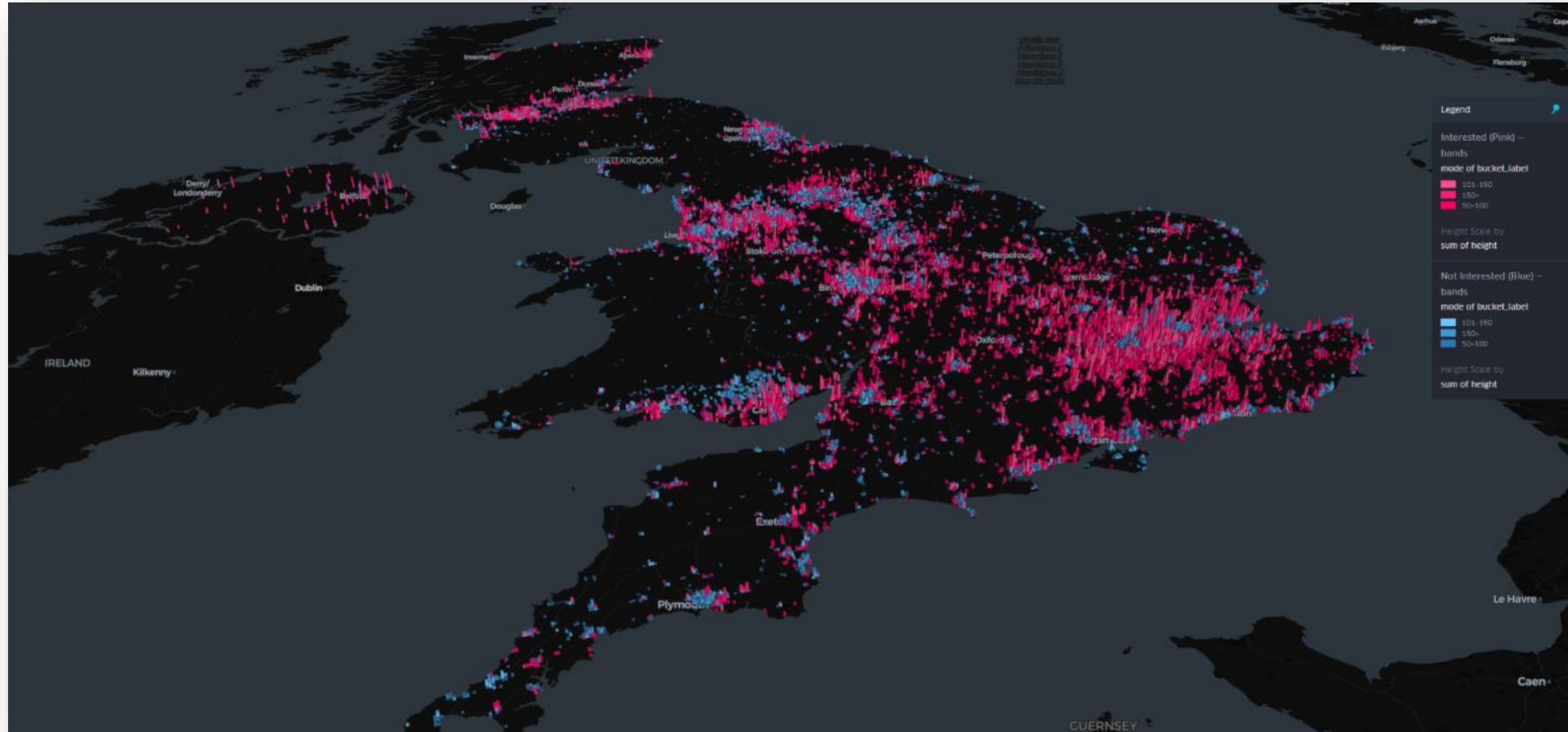
Connections Mean Everything

A female darts player with blonde hair and glasses is shown in profile, pointing her right arm towards a dart in flight. She is wearing a pink polo shirt with various sponsor logos, including 'HILL', 'edjshop.co.uk', 'DYNASTY', and 'MAGNIFICENT'. The background is a dark blue wall. The text 'Addressable TV has come of age' is overlaid on the right side of the image.

Addressable TV
has come
of age

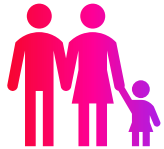
sky sports

The data gets incredibly granular



UK mapped to hotspots for 'EV intenders' : According to Experian

Over **150** targeting attributes available



Household
Composition



Financial



Geographical



Lifestyle



Viewing



Advertiser
First Party



Light/Heavy
Viewers



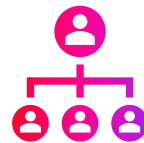
Age &
Children



Property



Shopper



Senior Decision
Maker



Automotive



Online search
Behaviour



Pet Owners



Best-in-class OUTCOMES measurement

sky sports



5 YEARS

of Addressable Effectiveness
2020 to 2025

2,400

Campaigns With
Outcomes

535

Distinct Advertisers
Using Measurement

154K

Cells of Metadata

sky atlantic



Introducing Sky Media's
effectiveness databank...

Norman

sky cinema

Gain the Addressable Advantage

Addressable
Works

Greater
Certainty
of Outcomes

The
Levers
You
can Pull

Addressable Works

Paul Dyson, Co-Founder

Why Norman is unique as a database



SCALE



TRANSPARENCY



ROBUSTNESS

Multivariate Modelling



Disentangling
the drivers of
effectiveness

Two key measure of effectiveness



Brand Equity

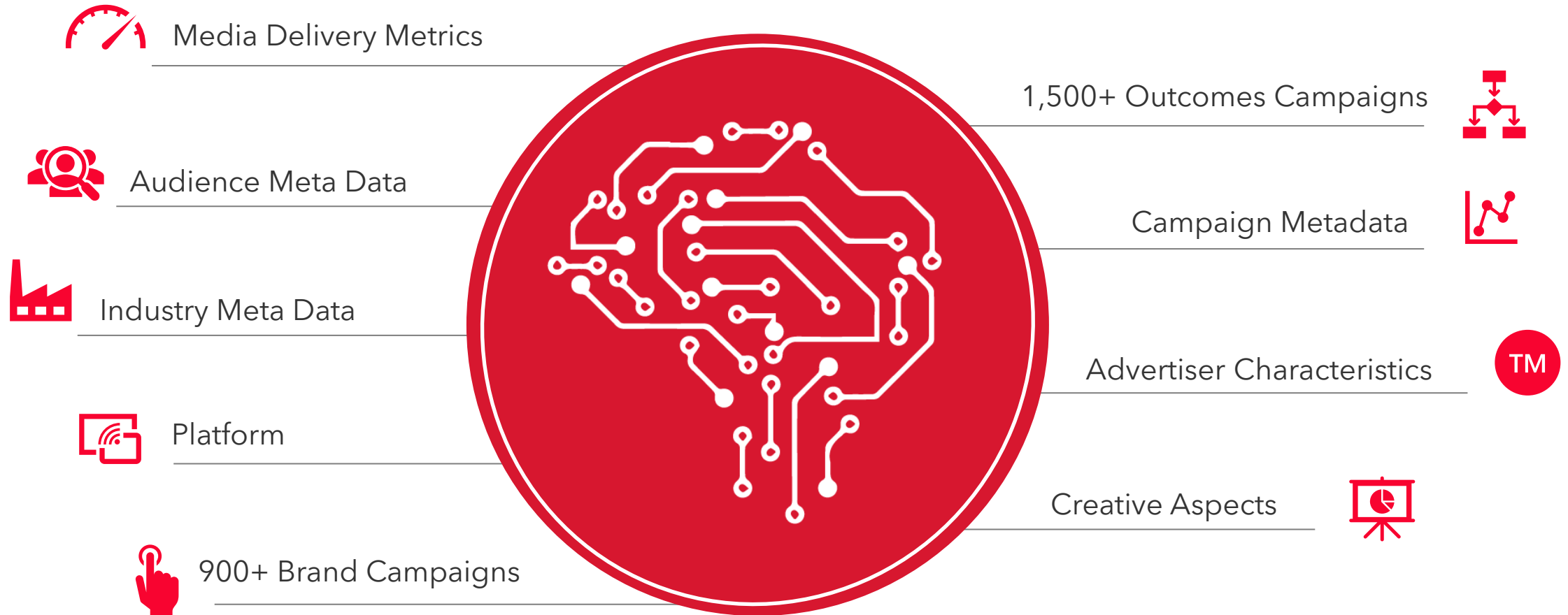
*Aided Ad Recall
Awareness & Consideration*



Outcome Metrics

*Incremental Web Visits
Sales Conversion*

We can unravel the drivers of effectiveness



Our model highlights that Addressable Advertising Works



+121%

Increase in aided
ad recall

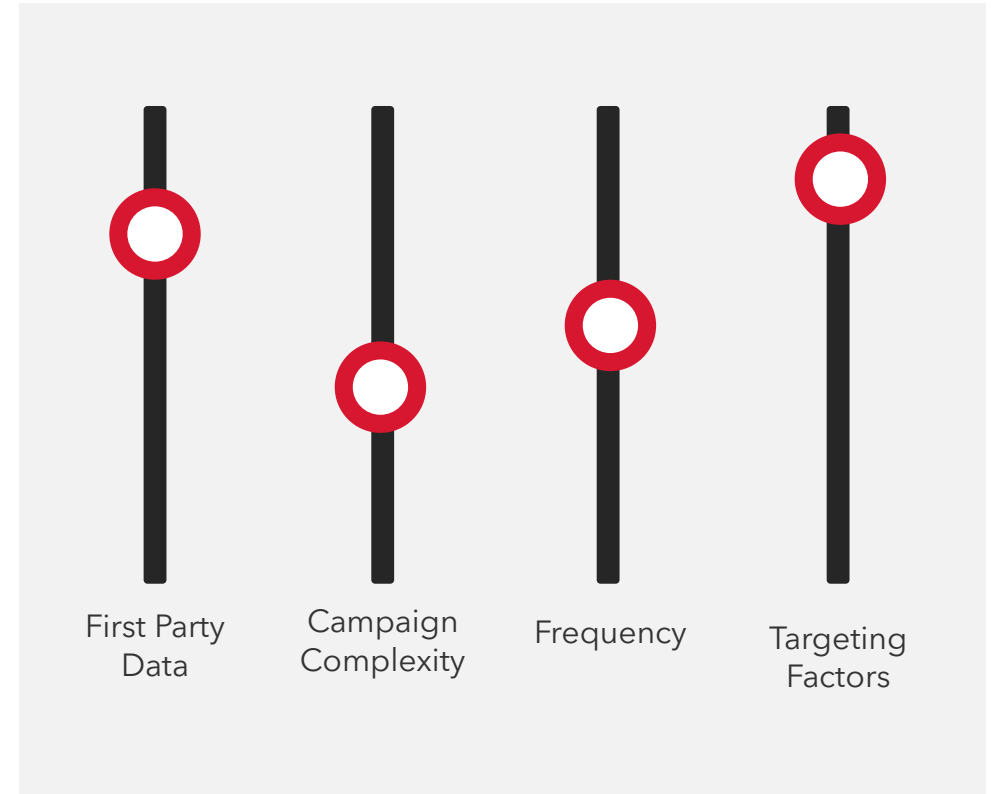


+200%

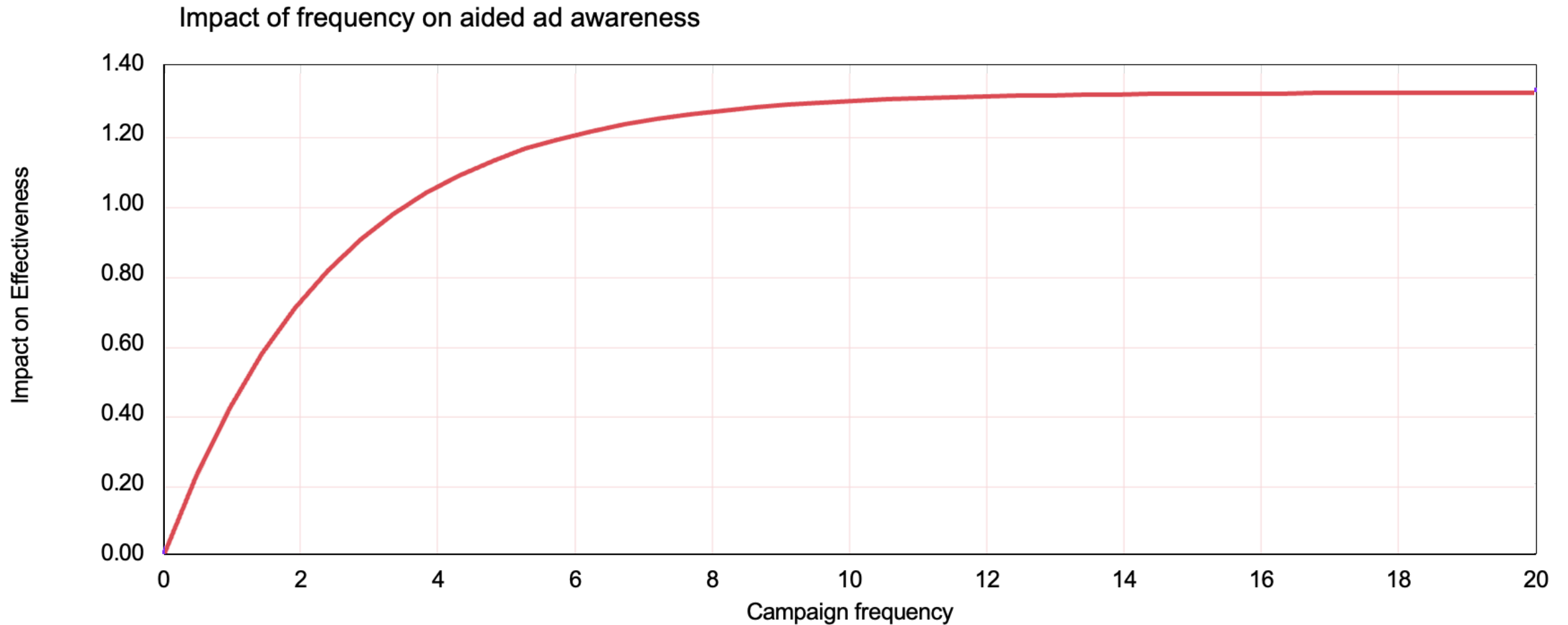
Higher Incremental Visit
rate vs Linear TV

Our model helps you gain an Addressable Advantage

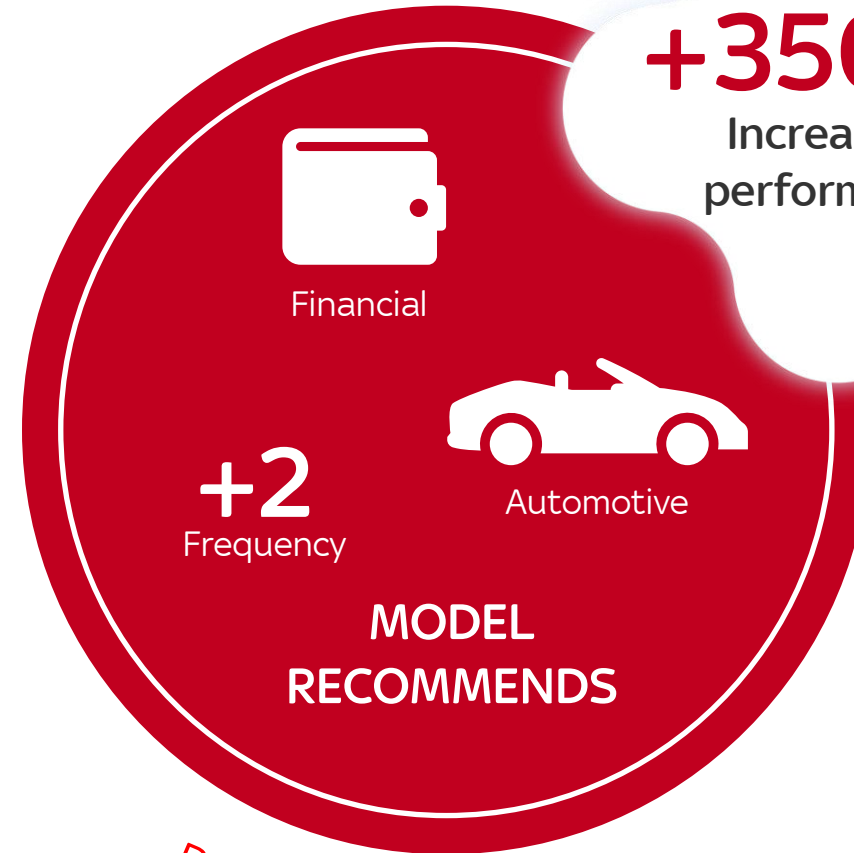
Industry Specific Recommendations



Frequency is an important factor which can be controlled through addressable advertising



Model outputs drive higher uplifts



+350%

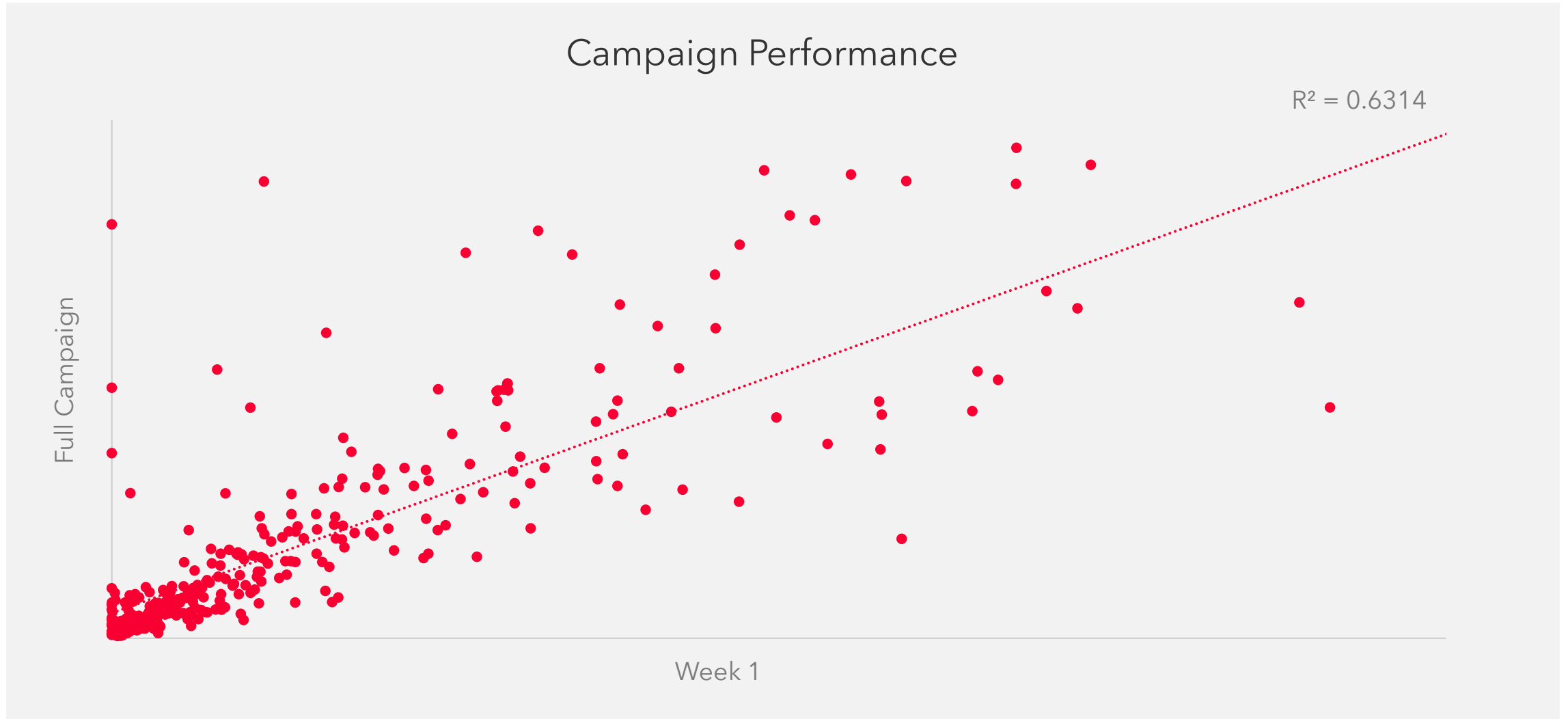
Increase in
performance

First Party Data

+25%

Increase in campaign performance by increasing use from 30% to 100% of campaigns

We can predict campaign performance



Key Takeouts

ADDRESSABLE
WORKS

HOW
IT WORKS

MAKE IT WORK
HARDER

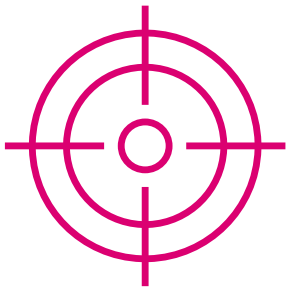


Addressable In Action

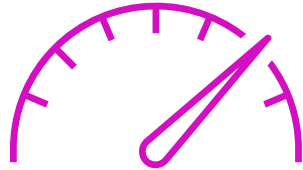


Connections Mean Everything

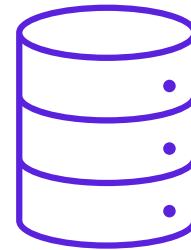
Addressable In Action



REFINING



INDUSTRY DRIVERS

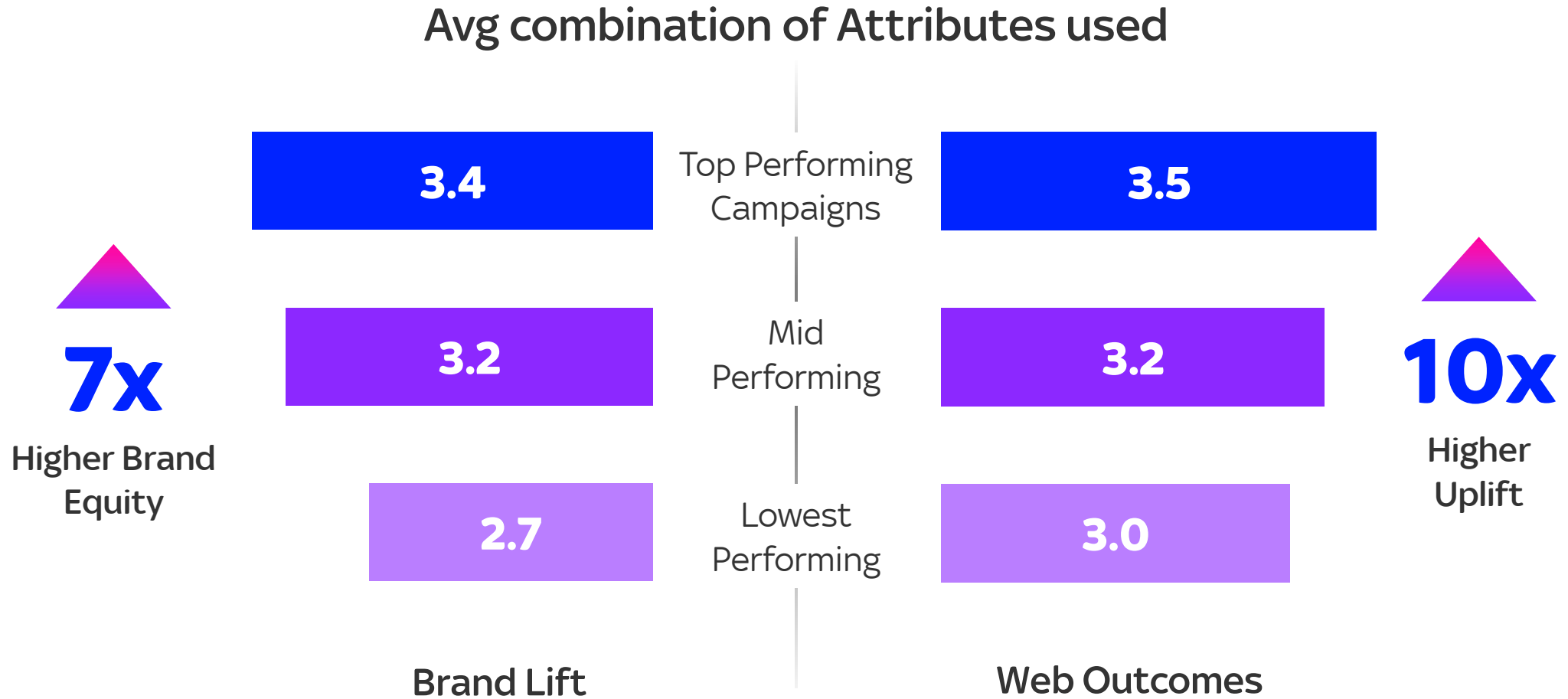


DATA MATCH



ACCESSIBLE

Small targeting enhancements can have a monumental impact



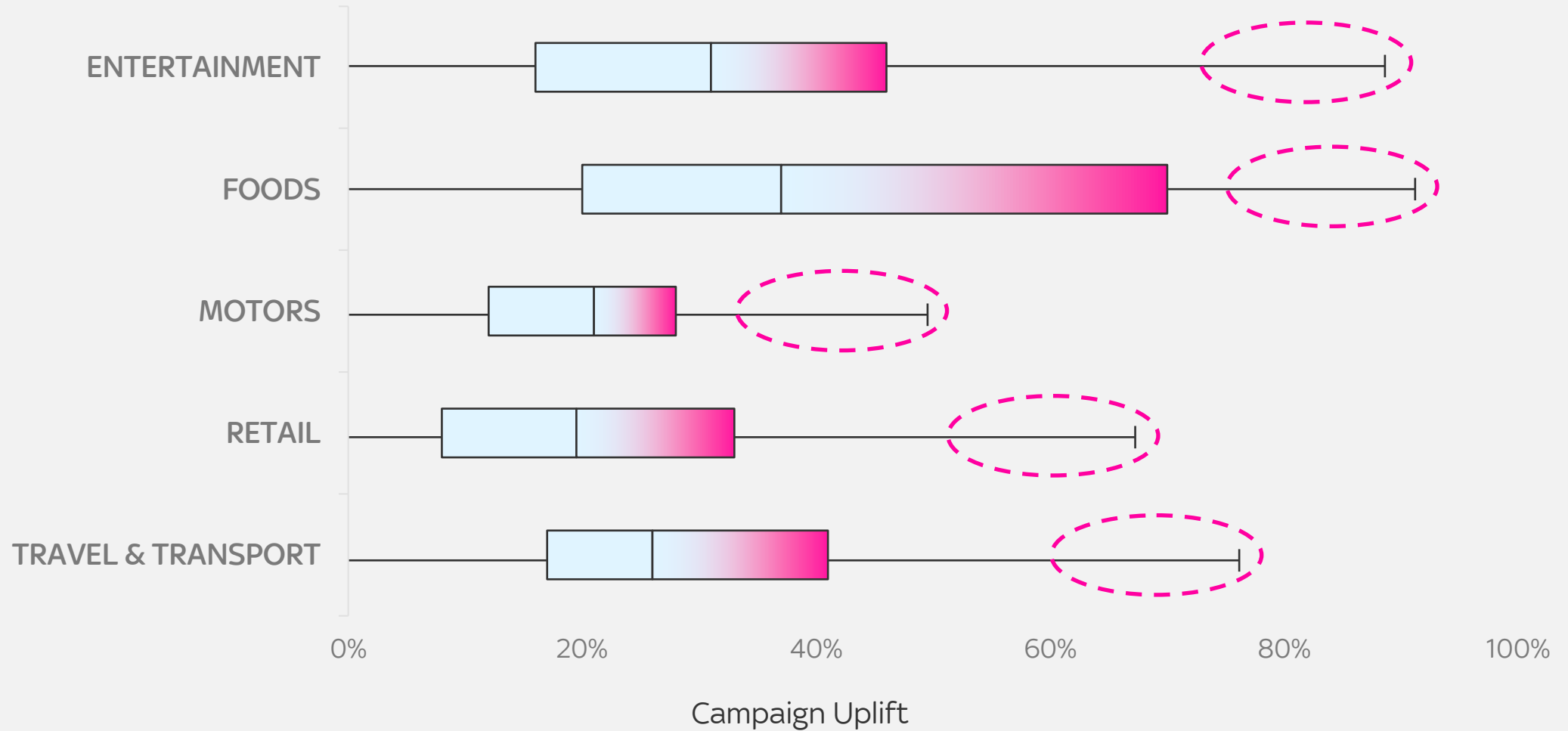
Refining targeting to increase efficiency

+160%

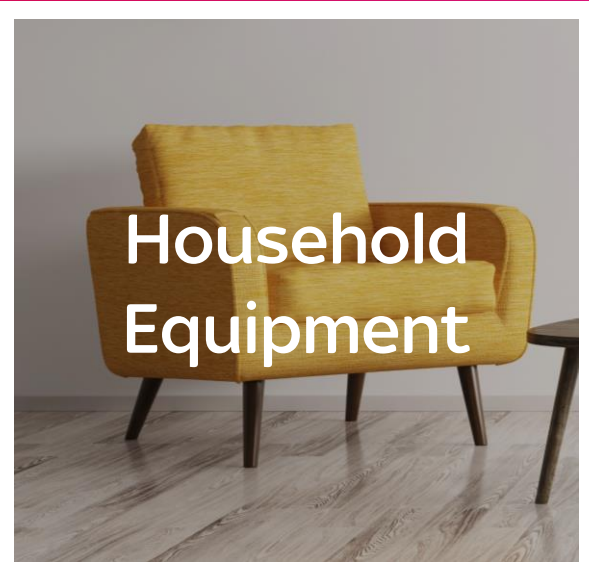
Increase in campaign
efficiency for a **theme park**
by adding Age & Mosaic to
Mastercard targeting

sky cinema

We give you tools to outperform your competitors



Small Set of (the right) Targeting Levers Win Repeatedly



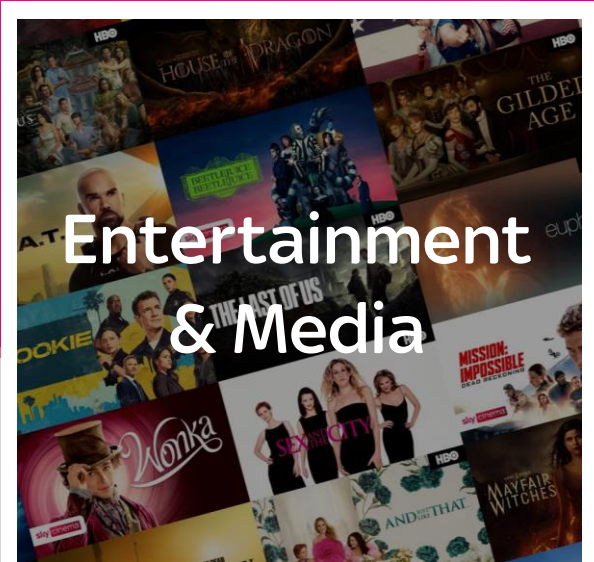
Household
Equipment



Lifestyle



Property



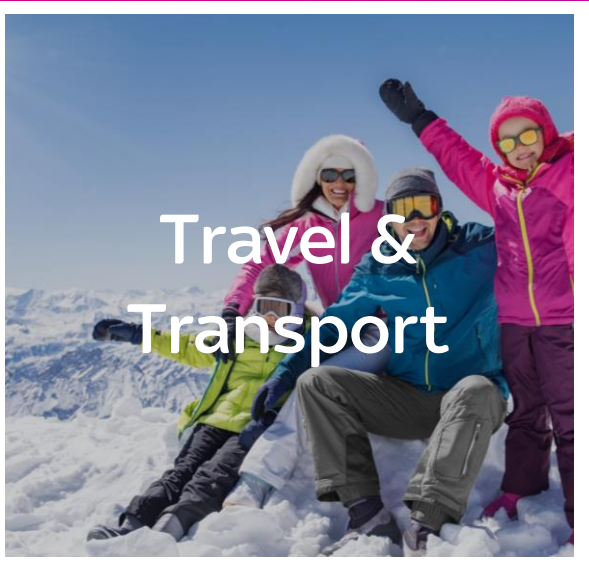
Entertainment
& Media



Viewing Habits



Financial



Travel &
Transport



Financial



Geographical



Retail



Geographical



Property

Automotive attributes drive success for Motors

80%

Brand uplift

150%

Improvement
in web visits

sky cinema

Mazda drive success with geo and financial targeting

+56%

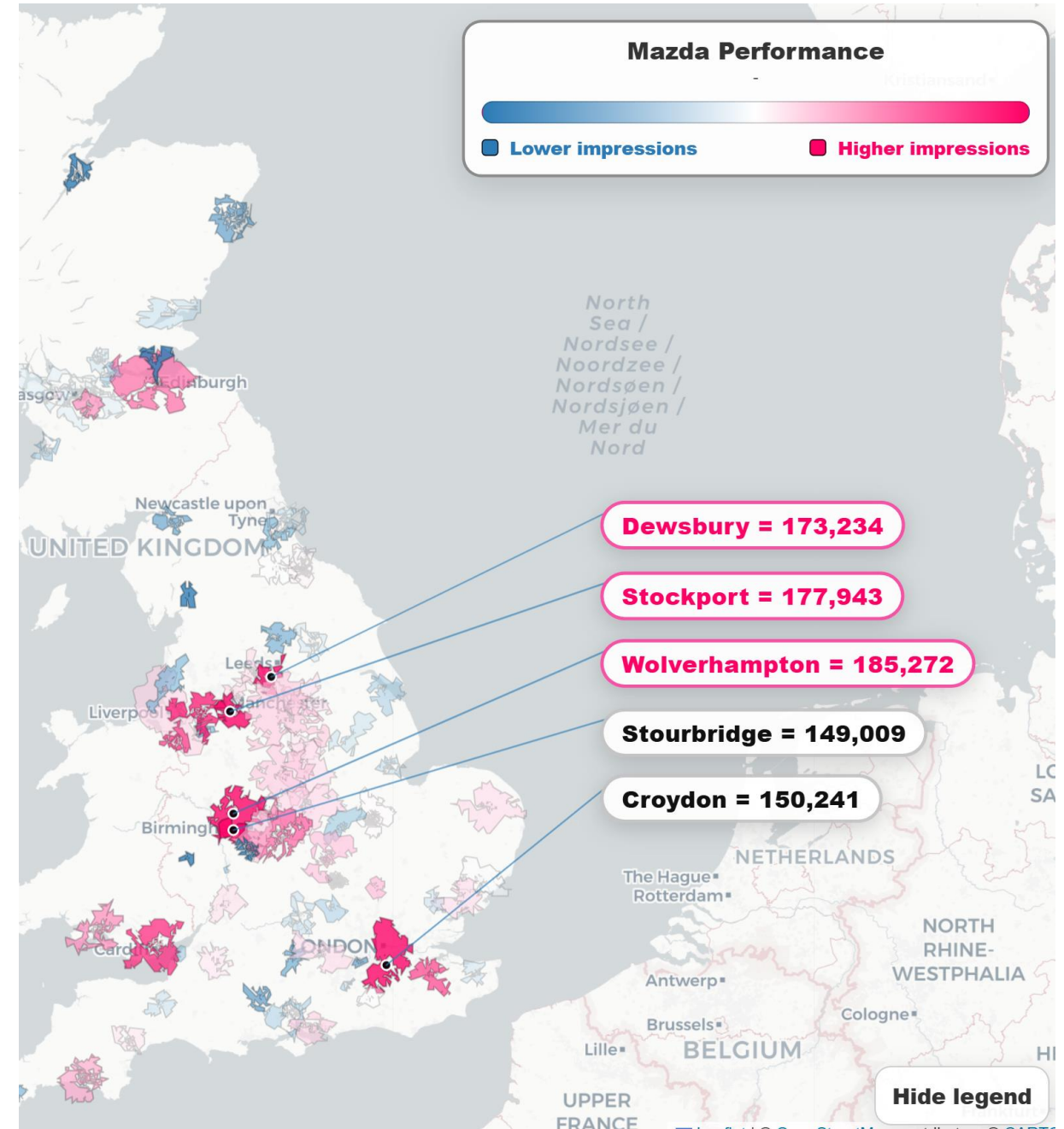
Increase in **Web Visits** driven by TV

+5,000

Additional Visits driven to the Mazda site

108

Area **insights** for optimising performance



When targeting got smarter – performance jumped

+20%

Increase in uplift by
switching to Home Mover
data for **Furniture brand**



sky
ONE



FIRST PARTY DATA
the campaign **Accelerator**

sky sports

Norman highlights the two major use cases for First Party Data



Planning

Evidence Based
Campaign Design

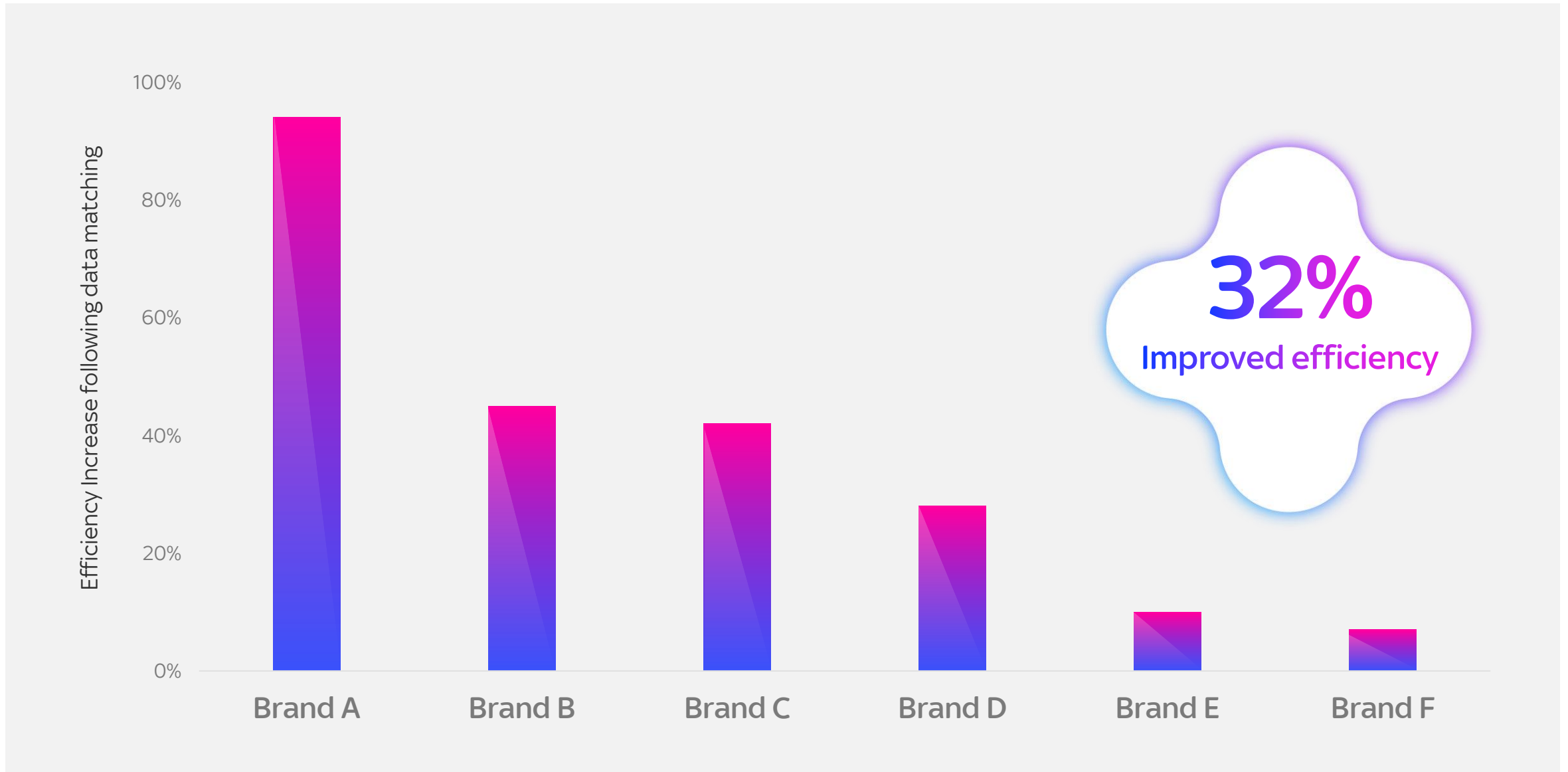


Targeting

Relevant messaging for
your customers

sky
ONE

Campaigns planned using First Party Data are more effective



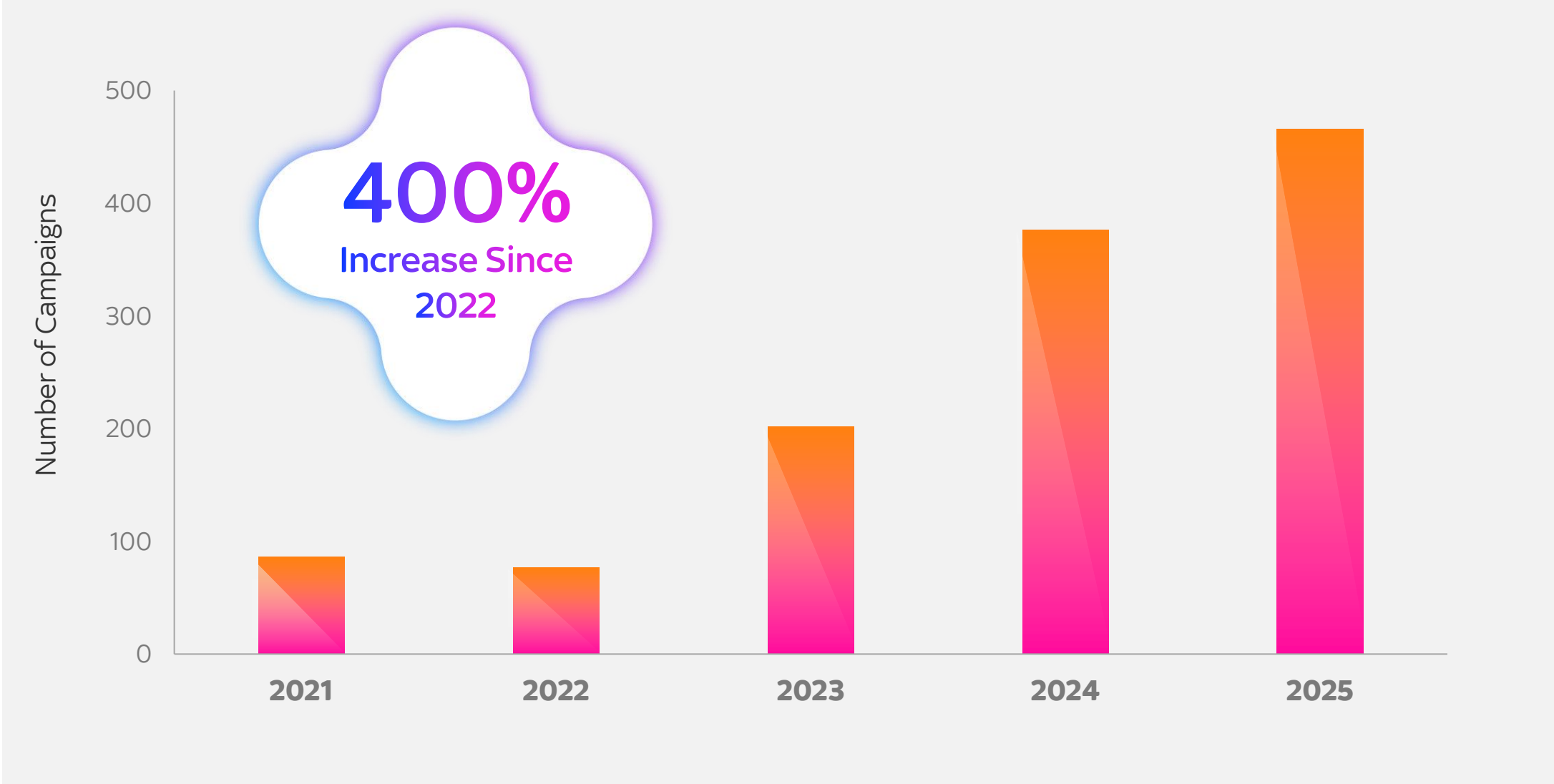
Data Matching doubled web lift for an Insurance brand

100%

Increase in campaign efficiency after following Lookalike Modelling for an **insurance brand**

sky crime

In 2025 alone, nearly 500 campaigns used 1st Party Data



First Party Data is the ultimate performance driver

6x

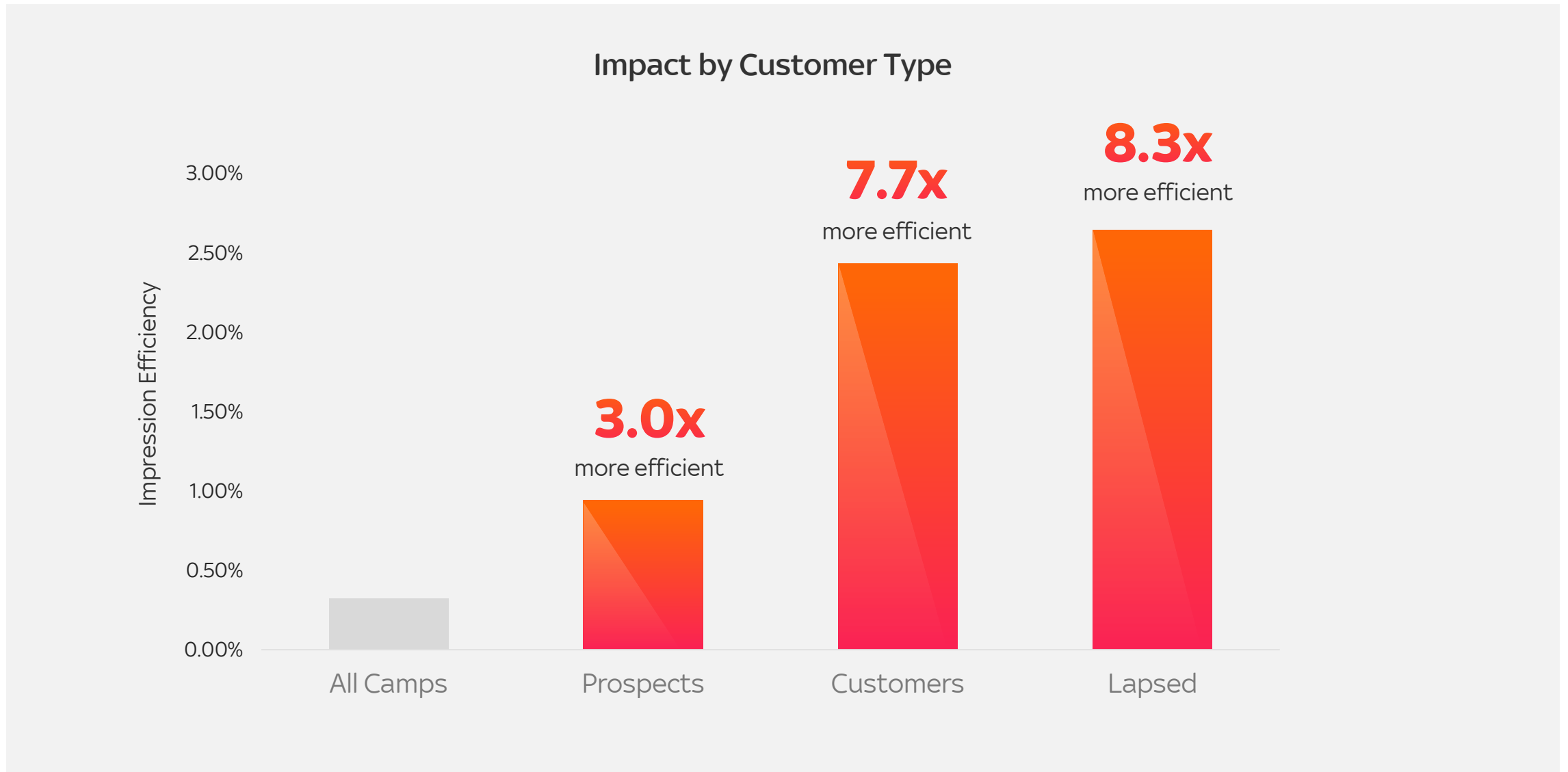
Higher Incremental Visits

8x

Higher Sales Uplift

sky atlantic

Strongest results are seen with Lapsed customers



Lapsed customers deliver the strongest ROI for
a high-street fashion retailer

+2.4x

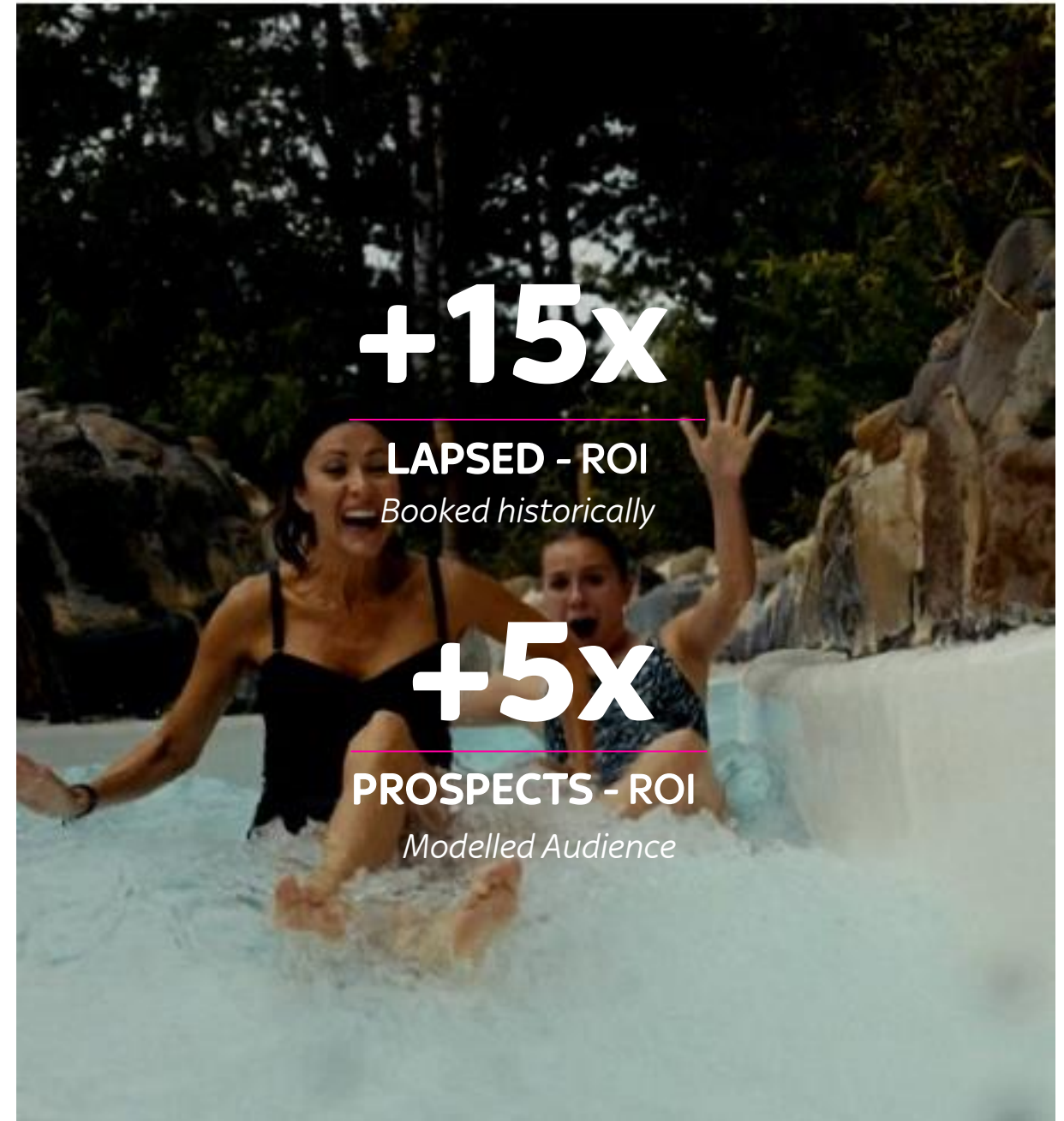
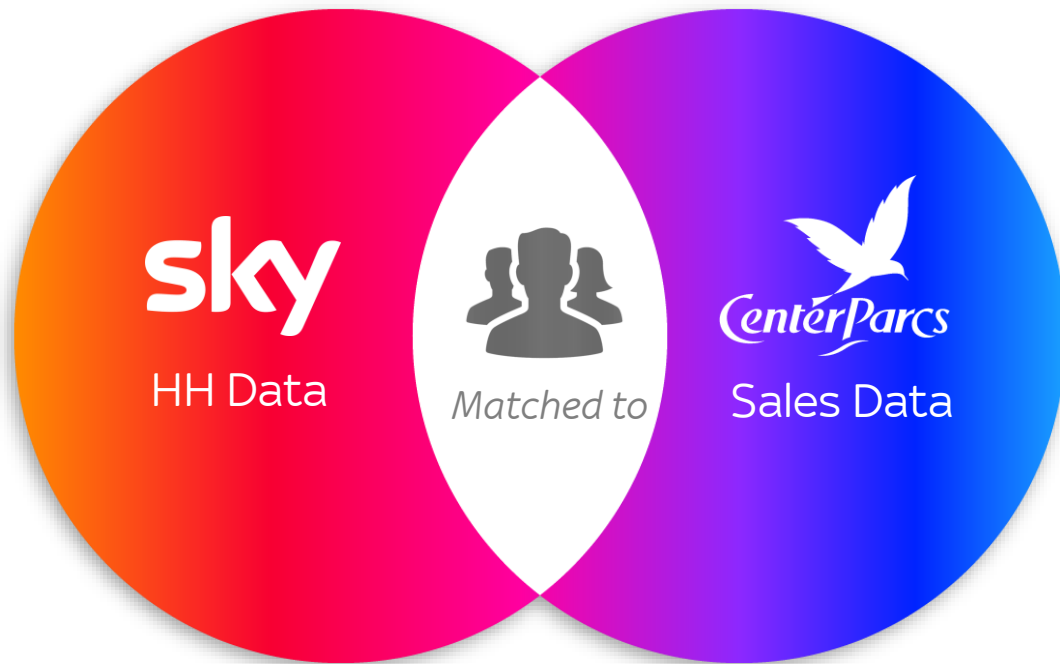
ACTIVE - ROI
Shopped in L12M

+5.4x

LAPSED - ROI
Haven't shopped in L12M

sky witness

Center Parcs used customer data to drive significant ROI

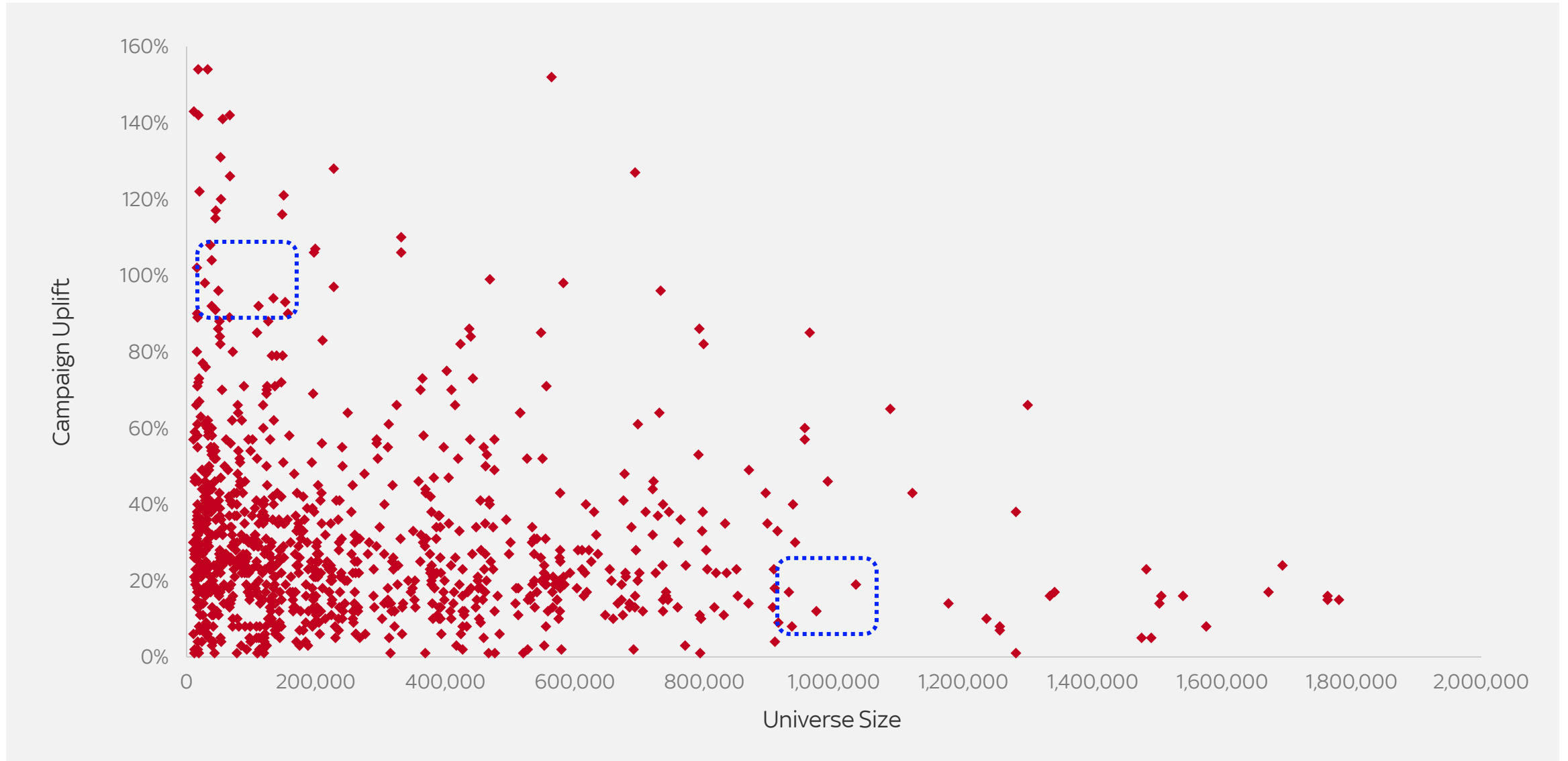


A promotional image for the movie 'The Super Mario Bros. Movie'. It features Mario on the left and Luigi on the right, both in their iconic outfits. Mario is wearing a red cap with a white 'M' and blue overalls over a red shirt. Luigi is wearing a green cap with a white 'L', a green shirt, and blue overalls. They are both smiling and have their right fists raised in a celebratory gesture. Luigi has a yellow tool belt with various tools, including a red plunger. The background is a blurred, sunlit street scene. The text 'Addressable for All' is overlaid in the center in a white, sans-serif font.

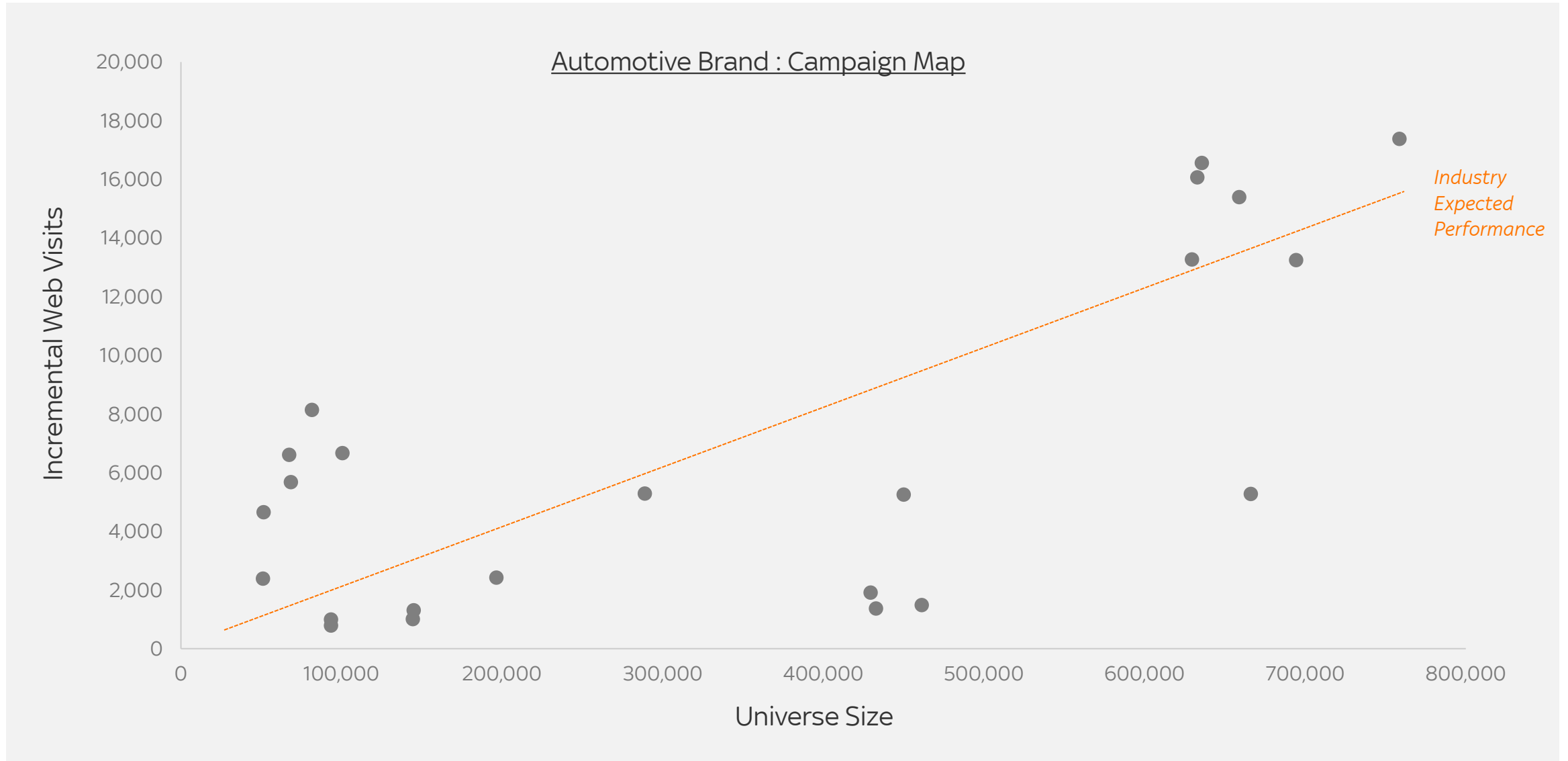
Addressable for **All**

sky cinema

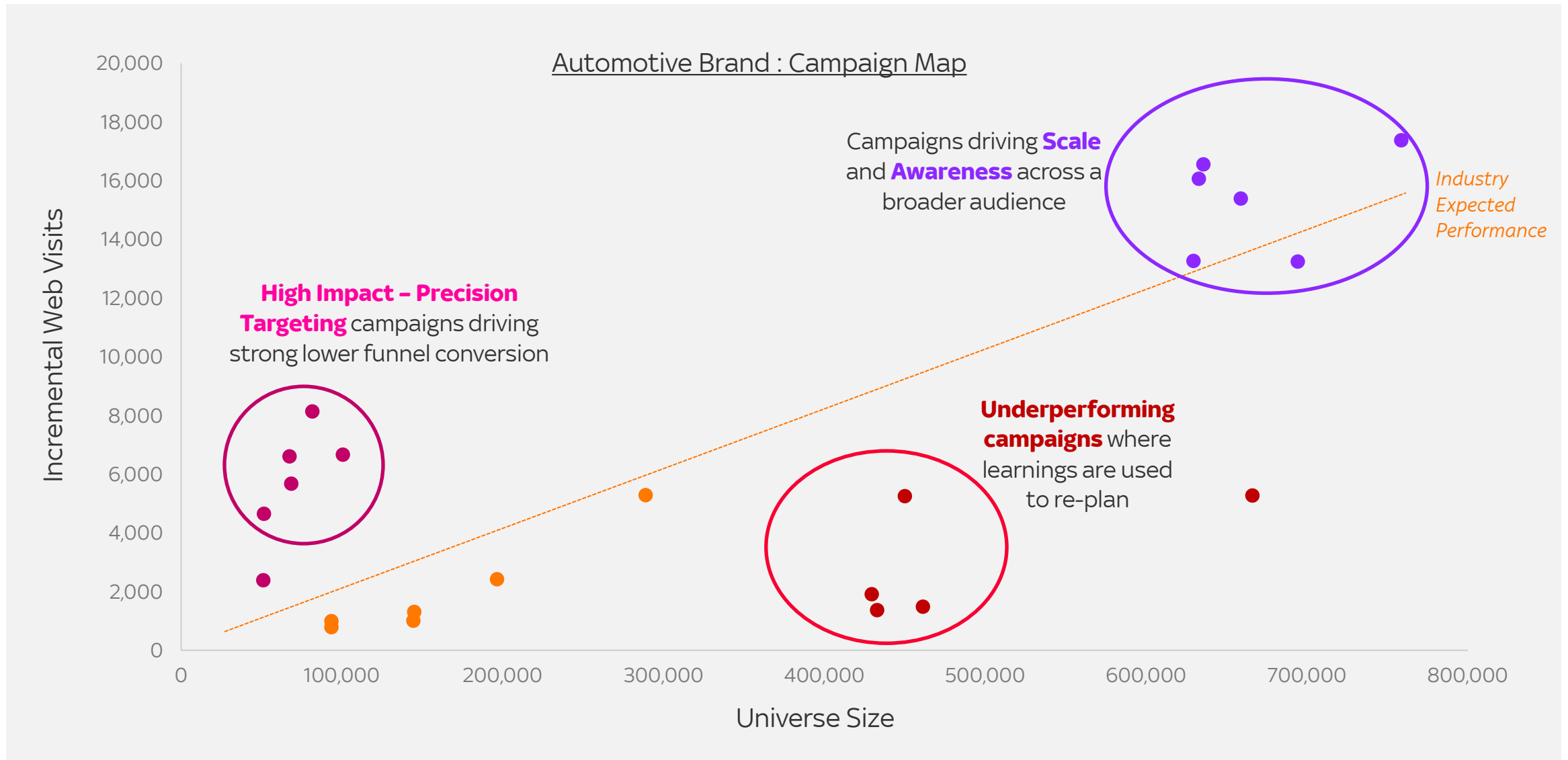
We help brands find the balance between scale and efficiency



Long term partnerships with brands can identify patterns to optimise



Long term partnerships with brands can identify patterns to optimise



A place for scale and hyper-targeting

Retail Brand Seasonal Addressable Activity

Campaign 1

Campaign 2

Campaign 3

Campaign 4

Universe

🏠 660k

🏠 734k

🏠 950k

🏠 900k

Revenue

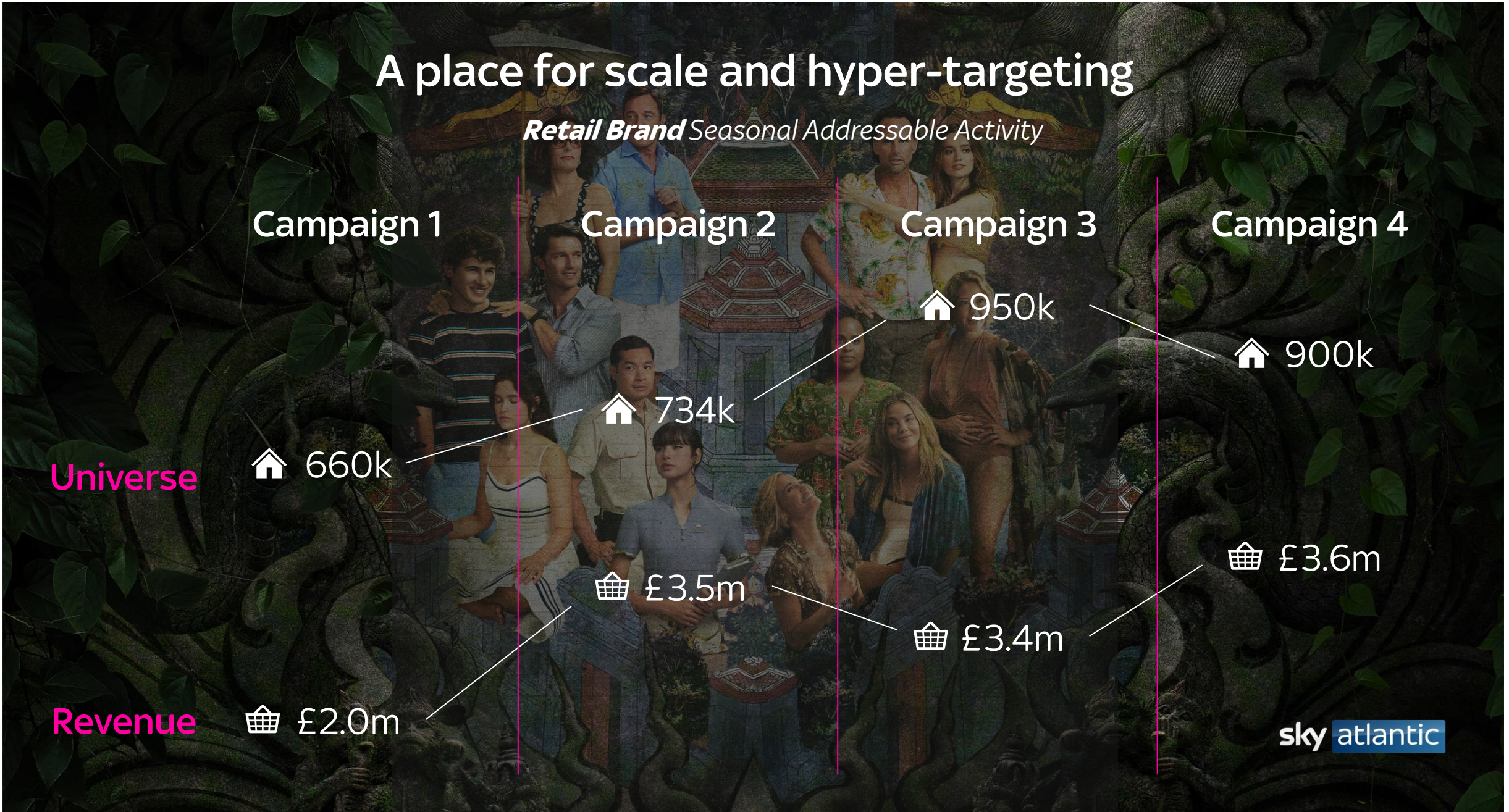
🛒 £2.0m

🛒 £3.5m

🛒 £3.4m

🛒 £3.6m

sky atlantic



Small tests can set you up for future success

144%

More efficient following a
£30k test in the NW
region for an **online
fashion retailer**

sky
ONE

Big budgets are not needed

+41%

Uplift in web visits from an
£8k campaign for a
leisure brand

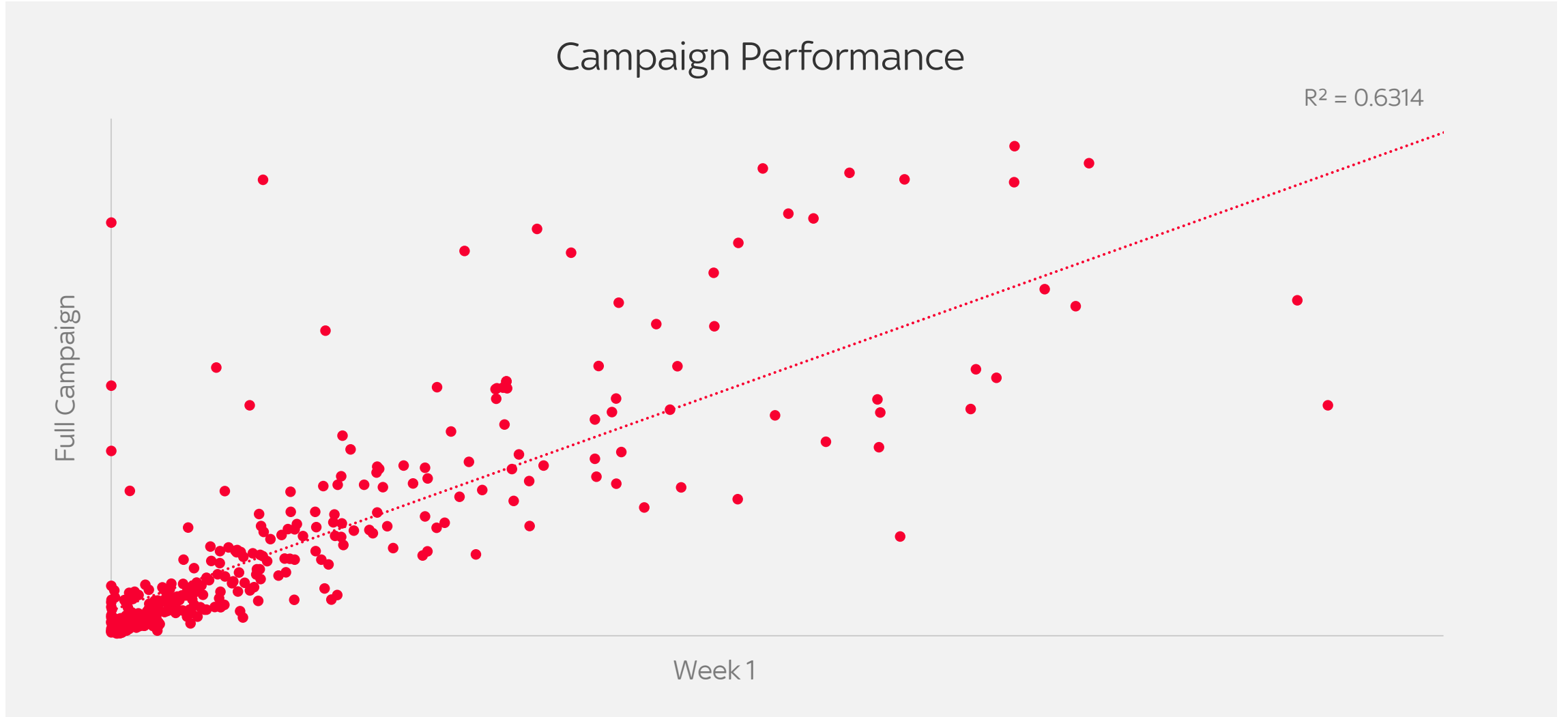
sky atlantic

Future tools



sky witness

We can predict campaign performance



One Emotion consistently shines through in our modelling of creatives driving **better brand & web outcomes**

TRUST

Warmth

Hope

Inspiration

Excitement

Anxiety

Adoration

Embarrassment

Calmness

Joy

Fear

Awkwardness

Anger

Boredom

Knowledge

Surprise

Interest

Relief

Inspiration



Product Benefit
Explainers



Website URL Legibility

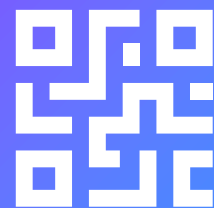


Messaging & factual
statements

Creative drivers
for outcomes

LOGO

Visible duration of logo



Urgent response cue



Audio
Reinforcement



Real
support

sky cinema

We make it easier for you to deliver for your clients

UPFRONT PLANNING
INSIGHT



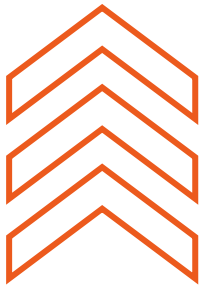
FULL FUNNEL
MEASUREMENT



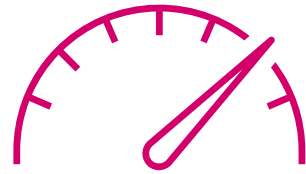
EXPERTS TO ADVISE



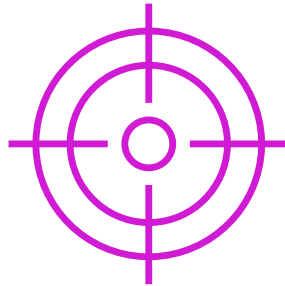
The Addressable Toolkit



FREQUENCY



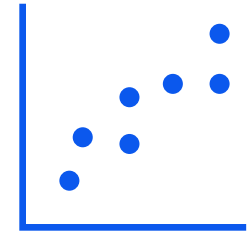
INDUSTRY
DRIVERS



REFINING



ACCESSIBLE



PREDICT

Gain the Addressable Advantage

Addressable
Works

Greater
Certainty
of Outcomes

The
Levers
You
can Pull



addressable advantage



sky **media**



Connections Mean Everything